



NIK MARDA

Collaborator
DISC Type : is

Campaign Manager at Jake Johnson for Congress
Rochester, Minnesota, United States

Overview

Nik has no verified overview

👉 Personality Overview

Consensus Builder Example Driven Good Listener

Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. Win-win scenarios can appeal strongly to them. They are more likely to go for proven solutions.

👉 Topics They Care About

Nik has no verified topics they care about

Media Appearances

Nik has no verified media appearances

Work History

- 5-2025
Campaign Manager at Jake Johnson for Congress
- 1-2024 - 5-2025
Technical Lead, AI Governance at Mozilla
- 1-2023 - 12-2023
Chief of Staff, Tech Division, Office of Science and Technology Policy at The Biden-Harris White House
- 6-2022 - 1-2023
Policy Advisor, Office of Science and Technology Policy at The Biden-Harris White House
- 8-2021 - 6-2022
Fellow, Office of Science and Technology Policy at The Biden-Harris White House

Education

- MS from Stanford University
- BA from Stanford University

More Information

Social Presence :



Prographics :

Exp : 4 Location : **Rochester, Minnesota, United States** Job Level : **Middle**

Designation : **Campaign Manager at Jake Johnson for Congress**

Insights For Selling To Nik

👉 During A Call Or A Meeting

DO's

- Use phrases like 'trust me when', 'your team will love' etc.
- Take time to make them feel comfortable before getting to the main pitch
- If possible, involve their colleagues in the sales process

DONT's

- Don't ask too many questions that sound too dry and objective
- Don't get into excessive details unless prompted
- Don't push them to make decisions very fast, let them take their time

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Nik, [user_fname] here at [user_companynamewordstwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Nik, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Nik is

- *Relationships can sway their decisions, followed by the low risk and the presence of good evidence.*

Will you ever get a clear answer from Nik

- *They are diplomatic when needed and rarely say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Nik Move?

- *Even if they are engaged and friendly, they can take their time to make decisions.*

Can Nik Take Some Risk Or Not?

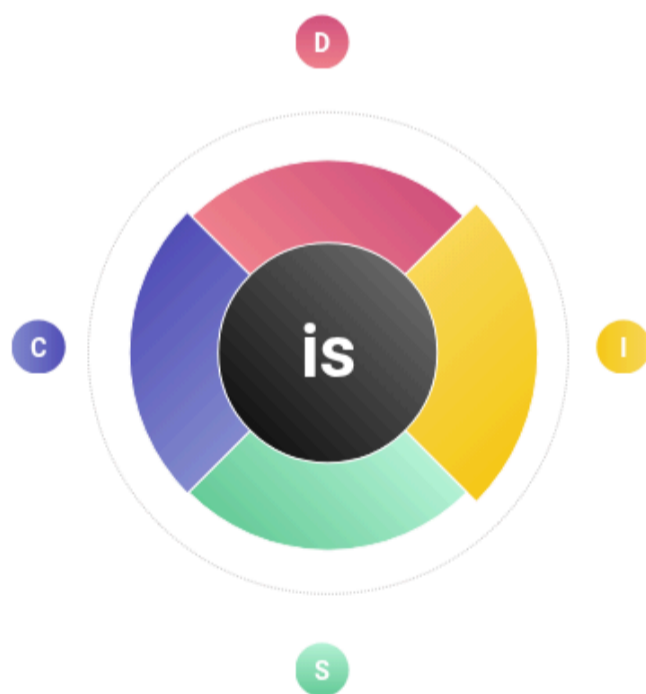
- *They probably won't put a lot at risk.*

You And Nik

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Nik's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.